

## Introduction

The Implementation Element is the “how to” portion of the plan. It prescribes those actions necessary to realize the visions presented in this plan. The actions include proposed changes to any applicable zoning codes, sign regulations, site plan regulations, design review codes and subdivision codes.

This chapter includes all of the goals and objectives of the plan. Supporting policy statements are provided in each associated element chapter. This chapter serves as the master “to do” list for the plan.

## Relationship Between Elements

Throughout the plan, coordination between the nine required elements has been highlighted as a special section of each element chapter. This section was included in each element chapter to highlight the strong connection between the different plan elements. In this chapter, the relationship between different elements is highlighted in the tables as it pertains to each individual objective statement.

## Measuring Progress

To track planning progress and help to ensure that the plan is implemented, milestone dates (see definition in box) are provided for each objective. Special attention has been given to the milestone dates to ensure that individual objectives act in harmony with other stated goals and objectives. City staff, the Smart Growth Plan Committee, and the Plan Commission have reviewed the milestone dates to ensure that they are feasible expectations for the City.

To ensure that the plan elements are understood in their totality over the life of the plan, the Evansville Plan Commission will annually review the goals and objectives. Part of this effort, will also include addressing conflicts which may arise between the nine elements.

### Milestone Date

A specific date, after the adoption of the Comprehensive Plan, when the City will review the plan implementation action to see if the objective has been met and consider additional implementation strategies to achieve the stated goal. It would be preferable to complete each implementation action sooner than the milestone date assigned to it.

## Responsibilities

Implementation of the Evansville Smart Growth Comprehensive Plan will be the primary responsibility of the Plan Commission. The Plan Commission will make decisions and recommendations pertaining to development issues, in accordance with this Comprehensive Plan. At least one champion/partner is provided for each objective. This person/agency will work in conjunction (or under the direction of) with the Plan Commission.

## Updating the Comprehensive Plan

As stipulated in 1999 Wisconsin Act 9, a comprehensive plan must be updated at least once every 10 years. However, in order to ensure that the City's plan is an effective management tool, the Plan Commission will review the plan goals and objectives annually to track those activities that have been completed, modify remaining goals & objectives, and add additional objectives as needed.

The Plan Commission should initiate its first complete update of this plan by 2014. At that time, information from the 2010 census will be available to update several tables. This update will also involve a comprehensive review of the inventory information presented in each chapter. Furthermore, the City should coordinate with all partners identified in the Intergovernmental Element Chapter to understand any external changes that may impact the plan. Finally, the Plan Commission will complete a comprehensive review of all visions outlined in this plan to evaluate progress and consider additional opportunities.

## Housing Agenda

HOUSING GOAL #1				
Enhance the environmental assets and residential atmosphere of the City so that it continues to be an attractive place to live.				
RELATED ELEMENTS	SUPPORTING OBJECTIVES	CHAMPION / PARTNER	POTENTIAL FUNDING SOURCE	MEILESTONE DATE
Agricultural, Natural & Cultural Resources	1. Encourage "low impact" <sup>1</sup> development within the City that can help reduce storm water runoff and flooding. This type of development can also serve as a buffer between the City and rural town areas.	WDNR	NA	Continuous
Transportation	2. Consider pedestrian access and amenities as part of any housing development. This includes considering location choices for developments catering to seniors and families (children) that provide opportunities to walk to important destinations like schools, parks, and shopping.	City Planner & Public Works Committee <sup>2</sup>	WDNR Recreational Trails Grant Program	Continuous
Land Use	3. Make green space an integral part of residential neighborhoods, including access to nearby parks and the creation of tree-lined streets.	Park Board	NA	Continuous
Intergovernmental Cooperation	4. Coordinate with the Town of Union to establish extra-territorial zoning, boundary agreements or other tools to direct development to the City in order to protect surrounding farmland and natural areas, while efficiently utilizing urban infrastructure (e.g., water, sewer).	City Administrator Public Works Committee	City Budget	2006

<sup>1</sup> *Low Impact Development* (aka *Sustainable Development*) – development that occurs with a recognition of the water cycle. Low Impact Development (LID) is an innovative storm water management approach with a basic principle that is modeled after nature: manage rainfall at the source using uniformly distributed decentralized micro-scale controls. LID's goal is to mimic a site's predevelopment hydrology by using design techniques that infiltrate, filter, store, evaporate, and detain runoff close to its source. Techniques are based on the premise that storm water management should not be seen as storm water disposal. Instead of conveying and managing / treating storm water in large, costly end-of-pipe facilities located at the bottom of drainage areas, LID addresses storm water through small, cost-effective landscape features located at the lot level. These landscape features, known as Best Management Practices (BMPs), are the building blocks of LID. Almost all components of the urban environment have the potential to serve as a BMP. This includes not only open space, but also rooftops, streetscapes, parking lots, sidewalks, and medians. LID is a versatile approach that can be applied equally well to new development, urban retrofits, and redevelopment / revitalization projects.

<sup>2</sup> All references to Public Works Committee as a champion shall also include the City Engineer.

<b>HOUSING GOAL #2</b>				
Maintain housing values over time.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Implementation	1. Conduct an internal review of City codes and ordinances every 5-years to consider amendments to address housing concerns.	City Planner  Building Inspector	City Budget	2007, 2012, 2017, etc.
Land Use	2. Educate residents about the importance of property maintenance by developing and distributing a brochure highlighting property maintenance techniques and benefits. Information should also be provided on the City of Evansville Web Site.	City Administrator, City Planner, Building Inspector & Evansville Historic Preservation Committee (HPC)	City Budget	2009
Land Use	3. Establish a program to recognize property owners for maintenance achievements.	City Administrator & Mayor	City Budget	2010

<b>HOUSING GOAL #3</b>				
Provide a variety of housing types, designs, densities, and price ranges to meet the needs of residents of varying incomes, ages and lifestyle preferences and to support economic development.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. Evaluate (through survey and Census Data) and monitor the need for affordable housing for residents with incomes between 60% and 80% of the City median household income and senior housing.	WI Housing & Econ. Dev. Authority (WHEDA)  Evansville Housing Authority	WHEDA Foundation Housing Grants	2011
Land Use	2. Consider adopting a policy and supporting ordinances to require a percentage of affordable housing units be included in future developments.	City Planner & Administrator	City Budget	2009
Land Use	3. Review and possibly update existing development controls to encourage housing that is easily adaptable for seniors and residents with disabilities and that policies do not prohibit affordable housing development.	City Staff	City Budget	2009
Land Use Implementation	4. Revise the R-2 Zone to remove provisions for smaller lots. Use the R-2 as a district for duplex development. Accordingly, create a new residential zone for smaller lot residential development in accordance with new urbanism design for walkable neighborhoods.	City Planner	City Budget	2005

Land Use Implementation	<p>5. Promote mixed development throughout the City.</p> <ul style="list-style-type: none"> <li>a. Coordinate with local developers during the Developers Agreement phase of a project to require at least 15% of all new residential subdivision developments include multiple-family choices (e.g., apartments, condominiums, town homes, etc.) to accommodate the demand for housing development.</li> <li>b. Consider adding a supporting requirement to the City's Subdivision Ordinance.</li> <li>c. Update the Planned Unit Development Zoning District to accommodate a blend of commercial, multiple and single-family development on a single property. This district would include performance standards, as opposed to strict setback requirements, to provide flexibility for developers interested in smaller properties within and adjacent to the downtown (including second story apartments), infill development in established neighborhoods, and new subdivision projects elsewhere in the City that would be difficult under current zoning requirements.</li> <li>d. Development of more multi-family housing near the downtown.</li> <li>e. Encourage the development of two-family and multi-family dwellings so that the rate of increase of these dwellings at least keeps pace with the rate of increase of single-family dwellings.</li> </ul>	City Administrator & Planner	City Budget	Continuous
Implementation	<p>6. Encourage developers to mark on plats of new residential subdivisions the lots on which conditional use permits for two-family dwellings have been granted in advance so potential purchasers of single-family lots will know where two-family dwellings might be located.</p>	City Planner	Private Developers	Continuous

<b>HOUSING GOAL #4</b>				
City ordinances require quality residential development that promotes community character and the visions expressed in this plan.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. Require street tree plantings with all new residential development. <ul style="list-style-type: none"> <li>a. To ensure consistency in the requirements a sub-committee should be established to review similar ordinances in other communities.</li> <li>b. The committee will make recommendations to the Plan Commission to revise the City's Zoning and Subdivision Ordinances to provide requirements related to the minimum size, location, and number of plantings that will be required.</li> </ul>	Sub-Committee of Plan Commission, Public Works Committee, and Citizen Members	City Budget	2007
Utilities & Community Facilities	2. Amend the parkland dedication regulations to ensure the money-in-lieu of parkland fees are comparable to the value of land for dedication. This will ensure equity between those development proposals which are required to dedicate land and those that pay the money-in-lieu of park land fee, and ensure that the City is able to purchase a comparable amount of parkland in an appropriate location.	City Planner	City Budget	Continuous
Land Use Implementation	3. Modify zoning and subdivision ordinances to provide more flexibility in the development of properties annexed into the City to allow for a variety of new housing development styles.	City Planner	City Budget	2005
Utilities & Community Facilities Implementation	4. Modify the subdivision review process to ensure that both on-site storm water detention requirements and regional storm water management issues are addressed	Public Works Committee	City Budget	2005

<b>HOUSING GOAL #5</b>				
The City of Evansville will have a steady yet manageable rate of housing development.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use Implementation	1. Investigate the potential for establishing a growth management ordinance to provide for subdivision phasing requirements, development permit limitations, or mapped annual growth boundaries.	City Planner & Administrator	City Budget	2006
Implementation	2. Develop a program for educating builders and homebuyers about the benefits of energy efficient housing choices and encourage builders to make such choices.	Evansville Initiative	City Budget	2008

## Transportation Agenda

<b>TRANSPORTATION GOAL #1</b>				
Maintain and improve City roads in a timely and well-planned manner.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Implementation	1. In accordance with state law, using PASER, continue to update road ratings, as required. Seek to increase local funds for road maintenance to support PASER recommendations.	Public Works Department  Finance Committee	City Budget	Annually
Land Use	2. Review the <i>Transportation Network Map</i> every five (5) years to ensure that it accurately reflects changes indicated on the City's <i>Official Map</i> and current development plans.	Public Works Department & City Engineer	City Budget	2005, 2010, 2015, 2020
Implementation	3. Research and consider creating a transportation utility to finance road maintenance and system improvements.	City Administrator & Public Works Committee	City Budget	2009

<b>TRANSPORTATION GOAL #2</b>				
Promote a multi-modal transportation system for efficient, safe and convenient movement of people, goods, and services.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Intergovernmental Cooperation	1. Consider opportunities for establishing a bicycle trail on the old rail bed extending to Beloit.	WDOT	WisDOT Transportation Enhancement Program	Continuous
Intergovernmental Cooperation Economic Development	2. Seek to encourage county, state, and private investment in the establishment of a commuter rail link along the abandoned portion of the Union Pacific Railroad, north of the City of Evansville to Madison. Opportunities for new freight use of this corridor should also be considered.	WisDOT  Neighboring Communities	WisDOT Transportation Enhancement Program	Continuous
Intergovernmental Cooperation	3. To capitalize on its proposed proximity to the Ice Age Trail and potential regional trails, Evansville should coordinate with Rock County, the Town of Union, Town of Magnolia and the WDNR to pursue trail connections between the Ice Age Trail and the City of Evansville and the development of other regional trails.	Park Board	WDNR Recreational Trails Grant Program	2009
Intergovernmental cooperation	4. Coordinate with Rock County and WisDOT so when improvements/reconstruction of county and state roads are scheduled, appropriate consideration is given to the development of bike paths and trails in accordance with adopted plans.	Public Works Dept. & Park Board	WDNR Recreational Trails Grant Program	Continuous
Utilities & Community Facilities	5. Consider widening the roads in Leonard-Leota Park so that bicycle and jogging lanes can be striped on the roads.	Public Works Dept. & Park Board	WisDOT Transportation Enhancement Program	2009

<b>TRANSPORTATION GOAL #3</b>				
Create and maintain a uniform and safe system of sidewalks in Evansville.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	<ol style="list-style-type: none"> <li>1. Update the <i>Sidewalk Plan</i> inventory of all sidewalks in Evansville. This inventory should include the location, dimensions, handicapped accessibility, and quality of sidewalks. Periodically update this inventory as new sidewalks are developed.               <ol style="list-style-type: none"> <li>a. Using the inventory, identify locations for additional sidewalk connections to provide safe transportation choices for residents who do not drive. Map those locations and identify priorities (working with senior groups and the school district).</li> <li>b. Using the sidewalk inventory, devise a maintenance and construction schedule to be incorporated into the <i>Capital Improvement Plan</i> and <i>Official Map</i>.</li> <li>c. The installation of sidewalks could be financed through special assessments.</li> <li>d. Consider sidewalk improvements, as discussed in the Walkable Communities portion of this plan, in conjunction with the scheduled Main Street improvements in 2007.</li> </ol> </li> </ol>	Public Works Committee	<p>WisDOT Transportation Enhancement Program</p> <p>City Budget</p> <p>Special Assessments</p>	2005

<b>TRANSPORTATION GOAL #4</b>				
Become an active partner in transportation improvements made in the City and surrounding area by Rock County and WisDOT.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Intergovernmental Cooperation	<ol style="list-style-type: none"> <li>1. Provide copies of this plan and subsequent updates to WisDOT and Rock County.</li> </ol>	City Clerk	City Budget	2005
Intergovernmental Cooperation	<ol style="list-style-type: none"> <li>2. Coordinate with Rock County during the development of the Rock County Comprehensive Plan to ensure that Evansville interests are represented, particularly with respect to road improvement schedules, public transit choices and trail development.</li> </ol>	City Administrator	City Budget	Before 2010

<b>TRANSPORTATION GOAL #5</b>				
Develop the transportation network in accordance with adopted land use plans, economic considerations, physical constraints, and community desires.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. Classify and design the road network according to the function (or type of traffic) that each road is serving as well as the physical environment in which it is constructed.	Public Works Committee & City Engineer	City Budget	Continuous
Implementation	2. Adopt at Heavy Traffic Route Ordinance that identifies and enforces said requirements through the City.	City Administrator & Public Works Committee	City Budget	2005
Land Use	3. Ensure that adequate road systems are planned or in place before approving development plans (e.g. plats for new residential subdivisions).	City Planner	NA	Continuous
Land Use	4. Adopt financing plans for an additional east-west corridors to collect and move traffic through the City to reduce the “bottleneck” effect downtown.	City Administrator, Public Works Committee, WisDOT & Rock County	City, County & State Budgets	2010
Intergovernmental Cooperation	5. Coordinate with Rock County to upgrade nearby county roads (i.e. CTH M and CTH C) to accommodate additional local traffic as important area collector streets.	Public Works Committee	County Budget	2008

<b>TRANSPORTATION GOAL #6</b>				
Support the long-term viability of USH 14.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. Require larger setbacks along the highway right-of-ways, so if expansion is needed, space is available. This will likely require revisions in the Zoning Code to create an overlay zone.	City Planner & City Administrator	City Budget	Continuous
Intergovernmental Cooperation	2. Urge the Wisconsin Department of Transportation to reduce the speed limits on USH 14 between the north City limit and Elmer Road to 45 mph.	Mayor and Public Works Committee	NA	2005
Land Use	3. Ensure that proposed new developments along USH 14 include a local parallel street to USH 14 so that USH 14 is not used as a local street.	City Planner	NA	Continuous



<b>TRANSPORTATION GOAL #7</b>				
Seek to establish bypasses for USH 14, STH 59 and STH 213.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. Coordinate with WisDOT, Rock County, area property owners, and local businesses to designate potential routes for such bypasses and truck routes.	City Administrator & City Planner	NA	2010
Utilities & Community Facilities	2. In the interim, continue to support the efforts of law enforcement officials to achieve heightened enforcement for required stops and speed limits along USH 14, STH 59, and STH 213.	City Police Department	City Budget	Continuous

<b>TRANSPORTATION GOAL #8</b>				
Keep residents informed of transportation improvements.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Issues & Opp.	1. Provide information about road improvements at public meetings.	Public Works Committee	City Budget	Continuous
Issues & Opp.	2. Provide information about transportation improvements on the City's web site, including work schedules and plans.	City Administrator	City Budget	Continuous
Implementation Intergovernmental Cooperation	3. Encourage WisDOT to notify residents and businesses of anticipated transportation projects, as well as, provide regular work schedule updates to the fullest extent feasible.	City Engineer	NA	Continuous

<b>TRANSPORTATION GOAL #9</b>				
Improve transportation amenities downtown.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. Complete a parking study.	Evansville Chamber of Commerce & Public Works Committee	Local Business Contributions	2007
Land Use	2. Study and pursue alternative parking accommodations for downtown businesses (e.g., rear access parking and parking lot creation).	Evansville Chamber of Commerce & Public Works Committee	City Budget	2005 - 2007
Land Use	3. Replace sidewalks and curbing. If timing permits, try to coordinate this effort with the planned improvements by WisDOT in 2005-2007.	Public Works Committee	WisDOT Transportation Enhancement Grant	2005 – 2007
Land Use Intergovernmental Cooperation	4. Provide trail access points to the downtown to connect the downtown with other areas of the City, as well as, regional trail networks.	Park Board, Evansville Redevelopment Authority (ERA), and Civic Groups	WDNR Recreational Trails Grant Program	2012

## Utilities & Community Facilities Agenda

<b>UTILITIES &amp; COMMUNITY FACILITIES GOAL #1</b>				
Provide adequate active and passive recreational opportunities of various kinds accessible to all segments of the population and areas of the City.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Intergovernmental Cooperation	1. Coordinate with the school district to improve recreation choices, including the shared use of facilities for community benefit (e.g. ball fields, pool, etc.).	School District	City Budget	Continuous
Land Use	2. When the City updates the <i>Evansville Park and Outdoor Recreation Plan</i> , update the population projections to reflect those figures provided in this plan, or new figures accepted by the City.	Park Board	City Budget	As required by WDNR to maintain grant eligibility
Transportation  Agricultural, Natural & Cult. Resources	3. Consider natural and man made features, such as Allen Creek and major streets, that may act as barriers for certain portions of the population when locating parks. Provide pedestrian access that is separate from vehicular traffic as needed.	Park Board	NA	Continuous

<b>UTILITIES &amp; COMMUNITY FACILITIES GOAL #2</b>				
Ensure that all City development is served by adequate, efficient, cost-effective utilities and community facilities within the City's capacity to provide such services.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Implementation	1. Continue to utilize the City of Evansville Capital Improvements Program as a central tool to implement this Comprehensive Plan and develop needed utilities and community facilities.	City Administrator	City Budget	Annually
Issues & Opp.	2. Educate residents about available community facilities in the area through the City Web Site and articles in the <i>Evansville Review</i> .	City Administrator	City Budget	Weekly Articles
Intergovernmental Cooperation  Land Use	3. Continue to communicate with the Evansville Community School District about new development to allow the school district to plan for staff, building additions, and other needs. a. Provide a copy of all Plan Commission & Common Council agendas and detailed information with respect to new residential development (locations, number of units, type of units, etc.) to the school district. b. Have the Plan Commission, Evansville School Board, and Town of Union Board meet annually to discuss issues with respect to growth and development.	City Planner	NA	Continuous
Transportation Implementation	4. Upgrade other utilities located in street rights-of-way when reconstructing streets. The CIP should be used in this capacity as a tool to coordinate improvements.	Public Works Committee & Water & Light Committee	City Budget	Continuous
Implementation	5. Reserve street rights-of-way, parkland and easements in undeveloped areas by amending the <i>Official Map</i> .	Public Works Department & City Engineer	City Budget	Continuous

Implementation	6. Apply for grants that are available for public facilities improvements.	City Administrator & City Engineer	City Budget	Continuous
Intergovernmental	7. Pursue opportunities for intergovernmental cooperation to improve efficiencies and reduce costs with respect to garbage collection, road maintenance, equipment purchase and sharing, and snowplowing.	Public Works Department	NA	Continuous
Implementation	8. Encourage an improved relationship between the Evansville Community Fire District and Evansville EMS. Right now these providers are totally separate. a. Establish a liaison between the EMS and Fire District boards. b. Consider opportunities to consolidate space, particularly when the Fire District builds a new facility.	EMS Coordinator	NA	Continuous
Implementation	9. The City should work with the Fire District to resolve issues of (a) representation on the board is not proportionate to financial contribution and (b) greater fairness in paying for fire protection infrastructure in the City that is used by the Fire District.	City Administrator	NA	2006

<b>UTILITIES &amp; COMMUNITY FACILITIES GOAL #3</b>				
Provide the City staff and infrastructure needed to meet the needs of a growing population.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Implementation	1. Communicate with communities of approximately 6,000 residents to understand the structure of their municipal governments.	City Administrator	City Budget	2009
Implementation	2. Conduct an internal audit of City staff to determine opportunities to effectively reorganize job responsibilities to improve communication and efficiencies. This may include: a. Creation of new departments to consolidate services (e.g. community development department that includes building inspection, zoning, planning and economic development). b. Identifying needs for additional City staff as opposed to contract services as demands for services increase (e.g. full-time engineer, full-time fire inspector, full-time planner). c. Consider need for reorganizing existing space or acquiring additional space to accommodate increased staff.	City Administrator	City Budget	2008
Implementation	3. As necessary, hire additional professional staff with particular specialties (e.g. economic development, parks and recreation coordination, appraiser).	City Administrator	City Budget	Continuous

<b>UTILITIES &amp; COMMUNITY FACILITIES GOAL #4</b>				
Provide an efficient, well-maintained system for storm water management.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Intergovernmental Cooperation  Agricultural, Natural & Cultural Resources  Land Use	1. Develop a regional storm water management plan through a cooperative planning process with the Town of Union.	Public Works Committee  City Planner	City Budget	2006
Agricultural, Natural & Cultural Resources	2. Require drainageways be maintained in their natural state to minimize the need for storm sewers and to reduce flooding.	Public Works Committee	Private Development	Continuous
Intergovernmental Cooperation	3. Pursue the establishment of a storm water utility and/or consider opportunities to coordinate with the Town of Union in an effort to establish a joint storm water district.	Public Works Committee	City Budget	2007

<b>UTILITIES &amp; COMMUNITY FACILITIES GOAL #5</b>				
Maintain a water distribution system that is capable of supplying and distributing potable water within the City.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. Plan for financing and construct a new water tower.	Water & Light Utility	Community Dev. Block Grants  Utility Revenue & Impact Fees	2012
Land Use	2. Replace water mains that are less than 6" in diameter with larger diameter water mains.	Water & Light Utility	City Budget & Private Developers	Continuous

<b>UTILITIES &amp; COMMUNITY FACILITIES GOAL #6</b>				
Maintain a sanitary system that is capable of serving the needs of the growing City population.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. Install or allow developers to install infrastructure (e.g., sanitary sewer lift stations and interceptors) as needed to accommodate new development along the northern edge of the City's new development north toward Madison.	Public Works Committee	Private Developers, Special Assessments or Tax Increment	2008
Land Use	2. Complete a facilities assessment study to determine long-term strategy to provide additional treatment capacity (i.e. new treatment plant).	Public Works Committee	City Budget	2011
Land Use	3. Continue to replace undersized, aged, and damaged sanitary sewer and water mains as necessary.	Public Works Committee	Utility Budgets	Continuous

## Agricultural, Natural & Cultural Resources Agenda

<b>AGRICULTURAL, NATURAL &amp; CULTURAL RESOURCES GOAL #1</b>				
Carefully consider soil types and natural limitations when approving development projects to avoid costly environmental and developmental problems and aid in the establishment of better settlement patterns.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Utilities & Community Facilities  Land Use	1. If the soil type at a potential development site is marked as wet or having engineering limitations, require additional analysis and consult with state agencies before approving the development.	Public Works Committee	Private Development Investment	Continuous
Land Use  Intergovernmental Cooperation	2. Communicate and coordinate with neighboring communities, particularly when enforcing extra-territorial zoning, to prevent unsewered suburban and rural residential developments in areas covered by soils identified as being unsuitable for such developments.	City Administrator  Planner	NA	Continuous

<b>AGRICULTURAL, NATURAL &amp; CULTURAL RESOURCES GOAL #2</b>				
Make Allen Creek an asset for the downtown, not an impediment to development.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. Seek assistance from Rock County and the City Engineer to determine if the official map of Allen Creek's floodplain near the downtown can be narrowed.	Rock County & City Engineer	City Budget	2006
Land Use	2. Seek grants from FEMA or other sources for flood control projects to make more land near Allen Creek and the downtown suitable for development.	City Administrator	FEMA	Continuous
Land Use  Economic Development	3. Allow additional urban development along Allen Creek near the downtown, provided the developer can demonstrate it can be done without creating a high risk of flooding the new development or increasing the risk of flooding downtown.	Planner  Public Works Committee	NA	Continuous
Economic Development	4. In the downtown, construct public trails along Allen Creek and clean up its banks so residents and visitors can enjoy walking along the creek between shops and restaurants.	Public Works Committee	City Budget DNR Grants	2007

<b>AGRICULTURAL, NATURAL &amp; CULTURAL RESOURCES GOAL #3</b>				
Protect wetlands in the City of Evansville.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. Wetland areas adjacent to Lake Leota or Allen Creek, wetlands within areas having special wildlife and other natural values, and wetlands having an area of five acres or more should not be allocated to any development except limited recreation and should not be drained or filled.	Public Works Committee	NA	Continuous
Land Use	2. To the extent practicable, areas immediately adjacent to and surrounding wetlands should be developed in such a way as to minimize effects on wetlands.	Public Works Committee	NA	Continuous
Land Use	3. Preserve wetlands in their natural state through the adoption and enforcement of the wetland preservation ordinance.	Park Board	City Budget	2008

<b>AGRICULTURAL, NATURAL &amp; CULTURAL RESOURCES GOAL #4</b>				
To preserve, protect and expand the natural resources of Evansville for the use and enjoyment by present residents visitors, and future generations.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. All remaining undeveloped lands within designated primary environmental corridors should be preserved in essentially natural, open uses, or developed as five acre minimum residential lots, low density development, or other forms of low impact development (e.g. conservation areas in a cluster subdivision).	Planner	NA	Continuous
Land Use	2. Complete and enforce the wellhead protection program the City has initiated.	Water & Light Committee	City Budget	Continuous
Land Use	3. Investigate the need for shoreland-zoning requirements to protect shoreland areas around Lake Leota and Allen Creek.	City Planner	City Budget	2008
Land Use	4. Complete a watershed assessment to identify sediment contributors to Lake Leota.	SOLE Committee	SOLE & City Budget	2005
Land Use	5. Identify and implement strategies to address Lake Leota sediment issues (e.g. Best Management Practices, site and subdivision design techniques, land conservation techniques, erosion & sediment control).	Public Works Dept. & Planner	ECP & City Budget	2010
Land Use	6. The City should watch for environmentally sensitive land near the City's limits to become available for sale and seek assistance from the WNDNR, non-profit organizations or private donors to purchase the land for conservation and low-impact recreational uses (e.g. hiking, and bicycling).	City Administrator	Non-Profit Organizations, Donations & WDNR Grants	Continuous

<b>AGRICULTURAL, NATURAL &amp; CULTURAL RESOURCES GOAL #5</b>				
The City should work with the nearby townships to preserve agricultural lands in the townships for long-term agricultural use.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Intergovernmental Cooperation Land Use	1. Implement the preservation of certain lands in the nearby townships for long-term agricultural use through the City's extra-territorial land division authority.	Planner	Continuous	Continuous
Intergovernmental Cooperation Land Use	2. Explore with the Town of Union the possibility of re-establishing joint zoning in the extra-territorial jurisdiction area and/or entering into a boundary agreement.	City Administrator	City Budget	2006

<b>AGRICULTURAL, NATURAL &amp; CULTURAL RESOURCES GOAL #6</b>				
Preserve and protect the historic resources of the City to promote the educational, cultural, and general welfare of residents of Evansville and provide for a more interesting, attractive and vital community.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. Update inventory of historic properties in the City and surrounding area. As available, share updated information with the State of Wisconsin Architecture and History Inventory and encourage local preservation groups to do the same.	Evansville Historic Preservation Commission (EHPC)	State Historical Society	2005
Economic Development Land Use	2. Promote Evansville's unique parks and historic district to attract new businesses and tourism. <ul style="list-style-type: none"> <li>a. Make copies of community brochures available throughout the community and at regional events (e.g. parade of homes, home shows, chamber of commerce, etc.).</li> <li>b. Advertise community events in regional papers and through the State of Wisconsin Department of Tourism.</li> <li>c. Provide information kiosks to direct visitors to the historic district and other cultural and natural resources the City has to offer.</li> <li>d. Maintain the self-guided historic walking tour and provide links between this route and proposed bike routes.</li> </ul>	EHPC	State Historical Society	Continuous
Economic Development	3. Encourage property owners and developers to expand the downtown commercial district to include areas such as the west side of Union Street and Madison Street in the blocks north and south of Main Street.	Chamber of Commerce & City Planner	NA	Continuous
Land Use	4. Amend the B-2 Design Guidelines to provide more protection to historic structures and enforcement provisions and consider establishing residential design guidelines in the Historic District.	EHPC & City Planner	City Budget	2005
Land Use	5. Promote the historic resources of the community by supporting local preservation groups.	EHPC	NA	Continuous
Economic Development	6. Assist in a facade improvement program for the central business district.	Evansville Economic Dev. Committee (EEDC) & ERA	Tax Increment or Local Financial Institutions	Continuous

Land Use	7. Seek available grant money to improve historic structures, promote heritage resources and develop educational materials.	EHPC	ECP	Continuous
Intergov. Cooperation	8. Coordinate with the Rock County Historic Society and Wisconsin Historical Society to encourage improved preservation efforts in surrounding townships.	EHPC	State Historical Society	Continuous
Land Use & Economic Development	9. Consider amending the historic preservation ordinance to give the Evansville Historic Preservation Commission (EHPC) the power to prohibit alterations of buildings in the historic district.	EHPC	City Budget	2010
Land Use & Economic Development	10. Consider participation in the Main Street Program to promote historic and economic revitalization of downtown.	Chamber of Commerce, EEDC & EHPC	Private Landowners & Local Financial Institutions	2008
Land Use	11. Review easement program and enforce existing voluntary covenants prohibiting alterations of buildings in the historic district.	EHPC	City Budget	Continuous



Land Use	<p>12. Utilize the standards promulgated by the U.S. Secretary of Interior for historic preservation projects. In general, these standards govern all forms of historic preservation treatments, including acquisition, protection, stabilization, preservation, rehabilitation, restoration, and reconstruction. The following standards should apply to all treatments of designated historic properties in the City of Evansville.</p> <ul style="list-style-type: none"> <li>a. Every reasonable effort should be made to provide a compatible use for a property that requires minimal alteration of the building's structure, site, and environment, or to use a property for its originally intended purpose.</li> <li>b. The distinguishing original qualities or character of a historic building, structure, or site and its environment should not be destroyed. The removal or alteration of any historic materials or distinctive architectural features should be avoided whenever possible.</li> <li>c. All historic buildings, structures, and sites should be recognized as products of their own time. This should be considered before alterations are undertaken which have no historical basis.</li> <li>d. Changes, which may have taken place in the course of time, are evidence of the history and development of a building, structure, or site and its environment. If these changes have acquired significance in their own right, their significance should be recognized and respected.</li> <li>e. Distinctive stylistic features or examples of skilled craftsmanship, which characterize a building, structure or site, should be treated with sensitivity.</li> <li>f. Deteriorated architectural features should be repaired, wherever possible. In the event replacement is necessary, the new material should match that being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications of features, substantiated by historical, physical, or pictorial evidence, rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.</li> <li>g. The surface cleaning of structures should be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage historic building materials should not be undertaken.</li> <li>h. Every reasonable effort should be made to protect and preserve archaeological resources affected by, or adjacent to, any acquisition, protection, stabilization, preservation, rehabilitation, restoration, or reconstruction project.</li> </ul>	EHPC	Private Landowners	Continuous
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## Economic Development Agenda

<b>ECONOMIC DEVELOPMENT GOAL #1</b>				
Expand economic development opportunities to “grow” and diversify the local economy and improve the City's quality of life.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Issues & Opportunities	1. Use the Evansville Web Page as an economic marketing tool. a. Update the Web Page to provide additional demographic, market, site locations, cost, and other information about the community for prospective entrepreneurs. b. Maintain the list of current businesses on the City of Evansville Web Page.	Evansville Economic Development Committee (EEDC) & City Administrator	Evansville Chamber of Commerce	Continuous
Land Use	2. Develop and make available a guide for local property owners who wish to establish home occupations. Include criteria for site development and information about any necessary zoning approvals.	City Planner	City Budget	2008
Land Use	3. Make a copy of this Comprehensive Plan available to local realtors.	City Administrator	City Budget	Continuous
Intergovernmental Cooperation	4. Coordinate with local and county organizations to market the City of Evansville for economic growth opportunities.	Chamber of Commerce	Chamber of Commerce	Continuous
Intergovernmental Cooperation	5. Coordinate with the communities of Rock County (beyond Janesville and Beloit) to establish of a Rural Community Economic Development Partnership.	Rock County Planning & Dev. Agency	Rock County	2008
Land Use	6. Attract new businesses through advertising, assisting business prospects through the City approval process, developing and distributing a written community profile, inventorying sites and buildings, and developing a marketing video.	EEDC, ECP & Chamber of Commerce	ECP & Chamber of Commerce	Continuous
Land Use	7. Make more commercial space available for new businesses.	City Planner	Private Developers	Continuous
Land Use	8. Encourage developers of new residential subdivisions to include sites for neighborhood commercial development.	City Planner	NA	Continuous
Implementation	9. Create an economic development strategy.	EEDC & Chamber of Commerce	Chamber of Commerce	2007
Land Use	10. Seek grants to identify and clean-up brownfield sites to create opportunities for redevelopment.	EEDC & ERA	WDNR, Wisconsin Dept. of Commerce & City Budget	Continuous

<b>ECONOMIC DEVELOPMENT GOAL #2</b>				
Develop and maintain a physical, cultural, educational, and recreational environment in the City that is conducive to business and residential development.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use Transportation	1. Regulate entrances to and exits from commercial establishments so as to promote traffic and pedestrian safety.	City Planner & Public Works Committee	Private Developers	2007
Implementation	2. Update performance standards as needed (e.g., signage, noise, lighting, vibration).	City Planner	City Budget	2007
Utilities & Community Facilities	3. Survey existing businesses to determine the level of Internet access and other telecommunication services they need and whether service providers are offering services to meet those needs at a price existing businesses are willing to pay.	EEDC	ECP, Chamber of Commerce	2006
Agricultural, Natural & Cultural Resources	4. Coordinate with the Evansville Community School District, Evansville Community Theater, Eager Free Public Library, church and civic organizations to market the City's network of cultural and educational amenities.	City Administrator	City Budget	Continuous
Agricultural, Natural & Cultural Resources	5. Investigate opportunities to coordinate with the Wisconsin Alliance for Arts Education to expand local arts opportunities.	City Administrator & School District Administrator	City Budget	Continuous
Agricultural, Natural & Cultural Resources	6. Complete development of the park on the City's West side to maintain the City's balance of recreation choices for the growing population.	Park Board	City Budget, WDNR Grants, and Private Donations	Continuous
Transportation Intergovernmental Cooperation	7. Develop trail/bicycle way/sidewalk connections between downtown Evansville, city parks and to recreation facilities beyond Evansville (e.g. Evansville Country Club and Rock County Park Facilities).	Park Board	City Budget, WDNR Grants, and Private Donations	Continuous

<b>ECONOMIC DEVELOPMENT GOAL #3</b>				
Revitalize the downtown to enhance its historic charm, mix of businesses, walkable amenities, and tourist potential.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. Provide financing to assist façade improvement projects in the downtown.	EEDC, RDA, Chamber of Commerce	Private Developers, Tax Increment & City Budget	Continuous
Land Use	2. Develop a streetscape plan for the downtown, including sidewalk improvements (e.g. pavers), lighting improvements, signage and canopies, street furniture (i.e. waste receptacles and benches), and landscaping.	Public Works Committee & Chamber of Commerce	Tax Increment and City Budget	2005 and 2007
Land Use	3. Revise the design standards ordinance for the B-2 district to support the historic character of the downtown and design elements identified in the streetscape plan for the area (refer to #1).	Evansville Redevelopment Authority & City Planner	City Budget	2005
Land Use Agricultural, Natural & Cultural Resources	4. Support the historic design/character by investing in needed lighting, signage, pedestrian amenities, plantings and other improvements identified in the streetscape plan.	Public Works Committee & EHPC	City Budget	2006-2007
Land Use	5. Coordinate with area banks to establish a revolving loan fund for façade improvements.	EEDC	Local Financial Institutions	2007
Land Use	6. Complete a market analysis to determine which types of additional businesses would be the most likely to succeed in and near the downtown Evansville (e.g., how large must the City's population become before it is a promising candidate for a motel?) and develop a downtown economic development plan focused on attracting these businesses and increasing the population density in and around the downtown.	EEDC and Chamber of Commerce	Chamber of Commerce	2009
Land Use	7. Support development proposals that provide a mix of uses in the downtown, including residential, retail, and service establishments.	EEDC	NA	Continuous
Land Use	8. Pursue opportunities to expand the downtown district by integrating the area between the west side of Union Street and Allen Creek. This area should be included in the streetscape design discussed in objective #1.	Evansville Redevelopment Authority & Chamber of Commerce	Chamber of Commerce	2005
Transportation Land Use	9. Complete an evaluation of parking availability and consider opportunities to establish parking on vacant lots, as well as shared parking areas along Union Street.	Public Works Committee	City Budget & WisDOT	2006
Land Use Agricultural, Natural & Cultural Resources	10. Work with the City Engineer to determine how the floodplain between Union Street and Allen Creek might be narrowed or otherwise how the threat of flooding in that area might be mitigated.	Public Works Committee	City Budget & FEMA	2007

<b>ECONOMIC DEVELOPMENT GOAL #4</b>				
Collect the revenue needed to maintain and expand public infrastructure and services.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use Implementation Housing	1. Consider conducting a study that would determine the approximate value of a new dwelling that is sufficient to produce enough property tax revenue to pay for the costs of the incremental increase in public infrastructure and services that will be demanded by the additional family that will occupy the dwelling.	City Administrator & School District Administrator	City Budget & Evansville School District	2007
Utilities & Community Facilities Implementation	2. Consider the establishment of impact fees to finance needed capital improvements.	City Administrator	City Budget	2006
Land Use	3. Promote commercial and industrial development through the objectives listed in Economic Development Goal #1	See Goal #1	See Goal #1	See Goal #1

<b>ECONOMIC DEVELOPMENT GOAL #5</b>				
Improve communication and coordination with local businesses to support the retention and expansion of local businesses.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. Visit and inventory local businesses and vacant buildings and sites.	Evansville Economic Development Committee (EEDC)	EEDC, Chamber of Commerce, ECP	2008
Implementation	2. Assist businesses through the City approval process.	EEDC	NA	Continuous
Implementation	3. Provide information about alternative financing methods, grant writing, and various educational and training programs available to local businesses.	EEDC	EEDC	Continuous
Implementation	4. Provide tax increment assistance to retain existing "anchor" retailers in the downtown and attract new commercial and residential development to the downtown.	ERA	Tax Increment	Continuous
Land Use	5. Establish a task force to consider business regulations along USH 14, including restrictions pertaining to "big box" retail stores.	EHPC & City Planner	City Budget	2006

## Intergovernmental Cooperation Agenda

<b>INTERGOVERNMENTAL COOPERATION GOAL #1</b>				
City Council will maintain and seek additional opportunities to improve communication with neighboring communities, the Evansville Community School District, the WDNR, WisDOT, Rock County and other intergovernmental partners.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Implementation	1. Every 2-years the City of Evansville Plan Commission and Council will host an intergovernmental workshop with the governments and agencies identified in this chapter to discuss concerns, plans, exchange ideas, report implementation achievements, and appoint action teams to work on issues over the next two years.	City Planner	City Budget	Even # Years Beginning in 2006
Implementation Land Use	2. Continue to actively participate in the comprehensive planning activities of neighboring communities and Rock County.	City Planner	NA	Through 2010
Utilities & Community Facilities	3. Participate in the planning activities of the Evansville Community School District, particularly with respect to expansion and building of new facilities.	City Administrator & City Planner	NA	Continuous
Implementation	4. When there is a meeting scheduled between developers and city staff to review a proposed subdivision, invite representatives of the school district, Rock County Planning, WisDOT District 1 Office, and (where applicable) WDNR.	City Administrator	City Budget	Continuous

<b>INTERGOVERNMENTAL COOPERATION GOAL #2</b>				
Resolve annexation and boundary disputes in a mutually beneficial manner.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Implementation Land Use	1. Pursue the development of a boundary agreement with the Town of Union to establish expansion areas for a minimum of 10 years. The underlying intent of this agreement would be to prevent sprawling development patterns that require annexation by the City to provide needed goods and services. By developing a boundary agreement, the City would hope to address timing issues that would allow the City to concentrate first on in-fill development opportunities before additional development is permitted at the edges of the City.	City Administrator	City Budget	2005
Implementation Land Use	2. Seek to re-establish extra-territorial zoning ordinance between the Town of Union and the City of Evansville.	City Administrator & City Planner	City Budget	2006
Implementation Land Use	3. Seek to work collaboratively with the Town of Union during the City's review of extraterritorial subdivision within the Town of Union.	City Administrator & City Planner	City Budget	Continuous

<b>INTERGOVERNMENTAL COOPERATION GOAL #3</b>				
Fairly distribute the costs and decision-making responsibilities associated with the Fire District.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Utilities & Community Facilities	1. Coordinate with the Fire District to review past call record and annual costs (including costs to the City for hydrant use by the District) to assess the actual share of costs and services each community pays and receives.	City Administrator	NA	2007
Utilities & Community Facilities	2. If the review reveals that the City is paying a disproportionate share, coordinate with participating communities to revise the payment structure to more fairly distribute costs.	City Administrator	NA	2007
Utilities & Community Facilities	3. Revise the voting structure of the Fire District to allow participating communities to vote in proportion to their financial contribution to the district. For example, because Evansville pays slightly more than 50% of all district costs, it should have slightly more than a 50% share of the decision-making responsibilities.	City Administrator	NA	2006

<b>INTERGOVERNMENTAL COOPERATION GOAL #4</b>				
Promote economic development in Evansville and surrounding, rural communities.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Economic Development	1. Coordinate with communities in Rock County, beyond Janesville and Beloit, as well as local chambers of commerce, and non-profit organizations, to create a Greater Rock County Economic Development Corporation. The mission of this organization would be to promote economic development of the smaller communities that lie outside Janesville and Beloit. Participants in this organization would pool their resources and talents in an effort to market the economic opportunities in these smaller communities. Ideally, this organization would be a subset of Rock County Economic Development.	EEDC	NA	2008
Economic Development	2. Consider creating a private not-for-profit economic development corporation to promote economic development in the northwest corner of Rock County. This organization would oversee industry retention, industry attraction, and small business expansion opportunities. Evansville and other communities would contribute funds for the operation of the economic development corporation.	EEDC	EEDC & Chamber of Commerce	2010
Economic Development	3. Hire a professional staff person dedicated to economic development in the northwest corner of Rock County. (This professional may be an employee of the economic development corporation discussed in the previous objective.)	EEDC	EEDC, Chamber of Commerce, Wisconsin Dept Workforce Dev.	2015

<b>INTERGOVERNMENTAL COOPERATION GOAL #5</b>				
. Seek new ways to coordinate and share community facilities and services with neighboring communities, the Evansville Community School District and Rock County.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Utilities & Community Facilities Implementation Transportation	<ol style="list-style-type: none"> <li>1. Investigate opportunities to provide road maintenance and snow plowing services jointly, with neighboring communities and the school district, to reduce costs.               <ol style="list-style-type: none"> <li>a. Consider opportunities when signing contracts with private companies to coordinate with neighboring communities and the school district that need similar services (i.e. plowing, resurfacing, etc.) and then negotiate with the private company for a reduced cost based on the larger project volume.</li> <li>b. Pursue opportunities to purchase expensive road maintenance equipment jointly with neighboring communities that can share the equipment in exchange for paying a portion of the purchase and maintenance costs.</li> <li>c. Consider opportunities to lease existing City equipment to generate revenue for the City and avoid situations where neighboring communities and the school district own similar equipment that is underutilized.</li> <li>d. Coordinate with the Town of Union, and other surrounding communities, to consider snowplowing schedules that efficiently meet the needs of area residents. This may involve using City equipment to plow portions of Town streets (and vice versa) to maximize efficiencies and minimize costs.</li> </ol> </li> </ol>	City Administrator Public Works Department	City Budget	Continuous
Utilities & Community Facilities	<ol style="list-style-type: none"> <li>2. Investigate opportunities to provide garbage collection and recycling more efficiently by cooperating with neighboring communities and the school district to coordinate collection times and contract negotiations with private providers to secure costs savings.</li> </ol>	City Administrator Public Works Committee	City Budget	Continuous
Utilities & Community Facilities	<ol style="list-style-type: none"> <li>3. Investigate opportunities to provide cleaning/janitorial services more efficiently by cooperating with the school district to share services and staff</li> </ol>	City Administrator		Continuous
Utilities & Community Facilities	<ol style="list-style-type: none"> <li>4. Pursue opportunities for the Eager Free Public Library and the Evansville Community School District's libraries to collaborate in ways that will allow them to provide additional services and reduce costs.</li> </ol>	Eager Free Public Library & School District	Library & School District Budgets	Continuous
Transportation	<ol style="list-style-type: none"> <li>5. Seek to provide additional transportation choices for the elderly and residents without vehicles to provide access to employment and services in Madison and Janesville.</li> </ol>	Rock County	WisDOT & Private Providers	Continuous



## Land Use Agenda

<b>LAND USE GOAL #1</b>				
Create a healthy, livable community that attracts quality residential and business development.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Implementation	1. Review model TND and New Urbanism codes developed by the UW-Extension to consider changes in the City's Zoning Code.	City Administrator & City Planner	City Budget	2005
Economic Development	2. Create a design ordinance with specific standards for gateway commercial development, industrial development, and residential design; enhance the design standards that already exist in the Zoning Code for downtown development. Illustrate these design standards extensively to effectively communicate desired development.	City Planner	City Budget	2007
Implementation	3. Complete a critical review of the Zoning Code to consider the potential for replacing the existing code with one based on form and performance standards. This approach would result in far fewer zoning districts and serve to simplify development in the City.	City Planner	City Budget	2008
Transportation	4. Develop connectivity standards within the subdivision and zoning chapters of the Municipal Code to promote better connectivity through the community.	Public Works Committee	City Budget	2006
Implementation	5. Update the Existing Land Use Map in this plan as better base mapping becomes available.	City Planner	City Budget	Continuous
Implementation	6. Review and revitalize the landscaping ordinance and create a brochure to explain how to use it to make the ordinance more user friendly.	City Planner	City Budget	2006
Transportation	7. Employ traffic calming techniques in Evansville to reduce speeds. Consider traffic calming measures in new developments.	Public Works Committee	City Budget	Continuous

<b>LAND USE GOAL #2</b>				
Resolve annexation and boundary disputes in a mutually beneficial manner.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Housing Agricultural, Natural & Cultural Resources	1. Permit the development of cluster or conservation subdivisions adjacent to environmental corridors to maintain open spaces, wildlife habitat, scenic vistas and to buffer Evansville and nearby agricultural areas.	City Planner	NA	Continuous
Implementation Utilities & Community Facilities	2. Develop a growth management policy to ensure that new development does not overwhelm City and community (e.g. school) resources. (This policy may include an annual development permit limit, phasing and other techniques outlined in this chapter.)	City Planner	City Budget	2005
Implementation Housing	3. Amend the zoning and subdivision chapters of the Municipal Code to address requirements for conservation subdivision development.	City Planner	City Budget	2007

<b>LAND USE GOAL #3</b>				
Create a destination point for residents and visitors.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Economic Development	1. Improve Evansville's downtown and adjacent gateways so that they may become a community focal point for quality development using tax incremental financing, grants, and private investment.	EEDC, ERA, & Chamber of Commerce	Tax Increment	Continuous
Issues & Opportunities	2. Expand identification signage, directional signage, and historic street signage.	Public Works Committee, Chamber of Commerce & School District Administrator	City Budget	Continuous
Implementation	3. Improve landscaping of the gateways, particularly the installation of terrace trees.	EEDC & City Planner	Private Developers, WisDOT	Continuous
Implementation	4. Standardize lighting to meet the needs of both motorists and pedestrians and enhance a historic theme.	Water & Light Committee & Public Works Committee	Private Developers & City Budget	Continuous
Implementation	5. Revise the historic overlay-zoning district to more clearly outline development requirements using form and performance based zoning techniques. Illustrate this ordinance extensively to clarify desired development.	City Planner	City Budget	2008
Economic Development	6. Encourage economic redevelopment of the area through marketing, zoning, and other incentives.	City Planner & Administrator	Chamber of Commerce, ECP	Continuous
Economic Development	7. Provide information kiosks to help direct visitors through the community.	ECP & Chamber of Commerce	ECP & Chamber of Commerce	2008

## Implementation Agenda

<b>IMPLEMENTATION GOAL #1</b>				
To ensure that the Evansville Comprehensive Plan is an effective tool for making local land use decisions.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Issues & Opportunities	1. Annually review the goals and objectives presented throughout this chapter to assess implementation success and consider additional objectives.	City Planner	City Budget	Annually
All Elements	2. As available, provide updated information to supplement the plan information (e.g. updated Existing Land Use Map, updated Zoning Map, updated Transportation Network Map, groundwater study information, etc.)	City Planner	City Budget	Continuous

<b>IMPLEMENTATION GOAL #2</b>				
To revise the subdivision chapter of the Evansville Municipal Code to facilitate implementation of this plan.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use Intergovernmental Cooperation	1. Revise the subdivision ordinance to provide that if a residential subdivision is proposed within 1.5 miles from the City limits in an area marked on the City's Future Land Use Map for rural residential development, the conservation-subdivision model is the preferred approach.	City Planner	City Budget	2006
Land Use Intergovernmental Cooperation	2. Revise the subdivision ordinance to allow for Traditional Neighborhood Development (TND) within the City (or draft the TND ordinance to exempt the development from conflicting provisions in the subdivision ordinance)	City Planner	City Budget	2006
Utilities & Community Facilities	3. Amend the parkland dedication regulations to ensure the money-in-lieu of parkland fees are comparable to the value of land for dedication. This will ensure equity between those development proposals which are required to dedicate land and those that pay the money-in-lieu of park land fee, and ensure that the City is able to purchase a comparable amount of park land in an appropriate location.	City Planner, City Administrator & Park Board	City Budget	2006
Land Use	4. Require that land division plats indicate how street and utility access will be provided to adjacent land.	Public Works Department	Private	Continuous
Land Use	5. Revise the subdivision ordinance to allow the appropriateness of the proposed land use in the chosen location to be considered when evaluating a proposed subdivision or certified survey map within 1.5 miles from the City limits.	City Administrator	NA	2006
Land Use	6. Require street tree plantings with all new residential development.	City Planner	Private	2005

<b>IMPLEMENTATION GOAL #3</b>				
To have available zoning codes that are effective tools for making land use and development decisions.				
<b>RELATED ELEMENTS</b>	<b>SUPPORTING OBJECTIVES</b>	<b>CHAMPION / PARTNER</b>	<b>POTENTIAL FUNDING SOURCE</b>	<b>MILESTONE DATE</b>
Land Use	1. Revise the residential districts to create an R1-Z Zone to accommodate single-family houses on existing smaller lots, but not duplexes (for more information refer to the Housing Element).	City Administrator	City Budget	2005
Land Use	2. Create a new mixed use district or a series of form based codes to accommodate residential and small specialty retail and professional office uses on the first floor of the homes located along USH 14, east of Union Street. This approach will allow for transitional use of the area in a fashion that is compatible with existing lot size and architecture as well as the adjacent residential areas.	City Planner	City Budget	2007
Land Use	3. Add code provisions for wireless communication facilities (e.g. collocation, stealth technologies, etc).	City Administrator	City Budget	2007
Land Use	4. Consider enacting minimum landscaping standards for new single-family dwellings.	City Planner	Private Developers	2005
Land Use	5. Add illustrations to clarify important design considerations in all districts.	City Planner	City Budget	2006
Land Use	6. Consider adopting building and material standards to avoid the potential for applying inconsistent requirements during the site plan review process.	City Planner	City Budget	2007
Land Use	7. Consider developing anti-monotony code provisions <sup>3</sup> .	City Planner	City Budget	2010
Land Use	8. Utilize Planned Unit Development concepts more frequently as a means to allow for mixed housing types and uses within a single development in order to promote walkable community design more consistent with the historic areas of the City.	City Planner	City Budget	Continuous
Land Use	9. Develop a shoreland protection zone to regulate land uses adjacent to Lake Leota and Allen Creek.	City Planner	City Budget	2006
Land Use	10. Update the Zoning Map into a GIS-based file. This will allow for easier updating of the map over time.	City Planner	City Budget	2006
Land Use	11. At the time of the next comprehensive update of the Zoning Code consider the need for form based codes (as compared to current Euclidean Zoning) and additional performance based zoning standards.	City Planner	City Budget	2015

<sup>3</sup> During the planning process concern was expressed over the fact that much of the new housing being developed in Evansville is similar in its size and design (e.g. vinyl-sided three-bedroom ranches). The City would like to maintain diversity in the local housing supply to provide choices for young families, as well as step-up homes for larger families, and condos and other choices for retirees, young professionals, and single individuals.

To help provide a variety of housing choices, the *Future Land Use Maps* provide areas for different housing types in Evansville.

To address a related concern – housing all looking generally the same – anti-monotony codes can be used. These ordinances are being used in communities across the country. An example recently profiled by the American Planning Association (Oct 2003 Zoning News) is Parker, Colorado. This community provides residential design minimums intended to require buildings along the same side of a street or public open space be designed to provide a varied street scene and to eliminate the reuse of identical or substantially similar buildings in close proximity to one another.

The ordinance stipulates that a similar design may not be repeated more frequently than once every sixth house along the same side of the street. Accordingly, substantially different roof types (e.g. mansard, hip, flat, gable, shed), building mass (e.g. one story, two story, 1.5 story), and exterior surface (e.g. brick, stone, stucco, and siding) are required.

## IMPLEMENTATION POLICY

*It is the policy of Evansville to use its Comprehensive Plan as a central tool in local decision-making.*

## IMPLEMENTATION PROGRAMS

The Comprehensive Planning Law requires community plans include a compilation of goals, objectives, policies and programs. Included among the objectives highlighted in this chapter (with supporting information provided in the associated element chapters) are several program initiatives. These programs include: wellhead protection, Main Street, façade improvement, and property maintenance. These are in addition to the City's current capital improvements program efforts. These programs compliment the visions presented in this plan and impact each of the nine required plan elements.

Another important tool for the implementation of this plan is annexation. The greatest potential for annexation exists along the western and northern boundaries of the Evansville. It is anticipated that over the life of this plan, residents in these areas will seek annexation to the City to support development opportunities. When the City annexes property, several issues often arise:

- Town land divisions, adjacent to the City, approved through certified survey maps (CSM), divide up acreage making it more difficult to layout efficient urban density developments around rural development.
- Bringing public water and sewer though or around existing CSM developments to nearby vacant land is costly and disruptive.
- Those annexed sometimes complain about surrounding development at higher density, the high and unexpected costs for them to connect to public water and sewer lines, etc.

Extraterritorial zoning and plat review area the primary tools recommended to address issues surrounding growth of the City into surrounding areas.